

# Technical Impact: Making Your Information Technology Effective, and Keeping It That Way

By Al Kuebler

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## Technical Impact: Making Your Information Technology Effective, and Keeping It That Way By Al Kuebler

"This Amazon bestselling edition of Technical Impact will provide you with four things:

1. Proven ways to make the contribution of the IT function as beneficial as possible to the business it serves;
2. Proven ways to ensure that the IT function is fully recognized for the positive impact it has on business performance;
3. Enough explicit examples to instill confidence that these approaches are doable in any IT organization; and,
4. Advice on how to get started, even though you have no buy-in except your own.

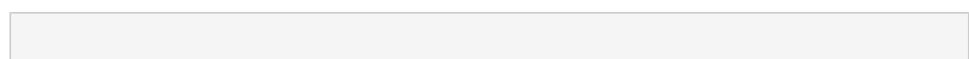
The collective application of these lessons has an important outcome: an IT function that is continuously improving its effectiveness to the enterprise.

More importantly, the book explains how IT professionals and business managers can use collaboration, communication and persuasion to do that.

More than technology, it's about continuously improving IT-business relationships through active interest, involvement and initiative. Unlike the ever-changing world of technology, these principles do not change.

Technical Impact is intended for IT professionals and business managers who wish to make their IT management function more directly responsive to the businesses they serve.

It will also give IT professionals insight into ways to make their IT career last and make it count, remain enthusiastic about their contributions and improve their sense of accomplishment and reward."



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**Technical Impact: Making Your Information Technology Effective, and Keeping It That Way** By Al Kuebler **Bibliography**

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### Editorial Review

#### Review

“Al Kuebler's book, *Technical Impact* will help you keep your IT relevant and make your career count.”  
--*CIO Magazine*

“The first 5-6 chapters really hit home. I bought 3 more copies and sent them to my VP, CIO, and President. The great insight on pages 12 and 13 reinforce the great strategic solutions provided.” --*Jerry Morin, Account Executive - More Direct Inc.*

“I recently picked up your book, *Technical Impact*, from Amazon and I can't put it down. I especially enjoy your approach to improving the quality of IT Service Delivery. I refer to it often when I need understandable and practical IT management guidance that I can actually use.” --*Patrick Cooper, Manager, IT Client Services - Cole Capital*

"This book breathes life into the concept that IT is not about bits and bytes. It lays out an excellent roadmap to help any business transform IT from a cost center to a cost avoider and value adder. It also provides sage advice on a personal level for career development: including how to pick the right employer! It is a must read not only for IT professionals but for any business leader (or soon to be leader)." --*Chrys Varnes, Principal - Xerox Global Services*

“This tremendously useful guide shows us how to foster collaboration and empower IT professionals to actively contribute to business strategy and leadership.” --*Abe Eshkenazi, CEO, APICS - The Association for Operations Management*

“The reader gets a rare opportunity to understand IT's true role in the business world and how it breeds its own success by focusing on the success of the businesses it serves.” --*Gary Langmeyer, Business Programs Manager - IBM Global Services*

“Every chapter contains valuable insights into being a partner with the businesses that we in IT serve and how to initiate beneficial changes for their customers. Required knowledge for every IT Manager.” --*Jim Bishopp, JB Consulting*

“His is advice that transcends industry specialty or professional discipline. The knowledge in this book will make your cost for IT ever more productive.” --*Preston Blevins, CFPIM, FBPICS, CIRM, CSCP - Author of "Food Safety Regulatory Compliance"*

“This is a fun book, but its well-reasoned lessons range from the need for client focus to the perils of vendor management, from tactics for political gamesmanship to the dangers of arrogance. They address individual issues, such as career management, team issues like empowerment and organizational issues including best practices. It's a primer for IT managers and executives.” --*William Richmond, Ph.D., Professor - Information Systems and Economics - Western Carolina University (WCU)*

“Thank you for taking the time out to write this book. I'm an IT professional, and although you don't claim it to be, I feel this will be my blueprint for attaining my CIO goal. I've learned so much from your experiences. Again, Thank you!” --*J.C. Brilliant, EyeBottomLine.com*

From the Author

C-level executives increasingly believe that the IT function must take the initiative to introduce beneficial change into their business and actively help target and lead it, especially due to its cross-functional view and its knowledge of emerging technologies.

And, at least from my experience, they aren't likely to think much of IT managers who don't believe that themselves.

So, to try and help accelerate IT's ever more strategic leadership role *as an equal partner in the business* (and some of what I've learned took me several tries), I've found practical and proven ways to:

- Improve IT professionals' understanding of the vital role that IT plays in business success;
- Communicate this understanding effectively to business professionals at all levels, in business terms;
- Engage in an ongoing collaboration process with all aspects of the business through active interest, involvement and initiative;
- Actively support the IT team so that it is comfortable enough to routinely lead the business to better ways; and,
- Develop a "part of it, proud of it" attitude within a strategically integrated (not aligned) IT asset management function.

More importantly, the book explains how IT professionals and general managers can use collaboration, communication and persuasion to do these things.

In summary, I would offer you this guidance: building and keeping linked-destiny business relationships is how an effective IT asset management program is *best achieved*.

*The principles involved, unlike our changing world of technology, are constant.*

--Al Kuebler

From the Back Cover

### **Reader Comments**

"Al Kuebler's book, "Technical Impact" will provide you with practical insights that will help you keep IT relevant and make your career count. The book is brief and--perhaps as an illustration of its effectiveness--uses flowcharts and a 'book map.' The map allows you to jump right to the page that covers what you want to do at your company--say, commercialize an IT function."--CIO Magazine

"Al Kuebler shows IT managers at all levels how to communicate the benefits of IT in business terms. He also shows business leaders what they can expect from an effective IT management function. If you want to save money while growing your enterprise with IT, you'll want to get and use the knowledge in this book."

--Bob Boor

Chief Technology Officer  
Royal Bank of Scotland Group

"Al Kuebler's book is a primer for IT managers and executives."

--William Richmond, Ph.D.

Professor - Finance, Information Systems and Economics Department  
Western Carolina University (WCU)

"If you read only one chapter, make it, 'What Are You Doing for Me and Why Don't I Know It?' It's right on the money. As Kuebler puts it, our primary function in IT is to directly understand what the business does

and needs and communicate what IT is doing for it."

--Ray Crescenzi

Senior Vice President, Technical Services  
ABN AMRO, international banking

"This tremendously useful guide illustrates how customer satisfaction and bottom-line results are enhanced through effective leveraging of the IT function. Al Kuebler provides a roadmap that fosters company-wide collaboration to empower IT professionals to actively contribute to overall business strategy and leadership."

Abe Eshkenazi, CSCP, CPA, CAE

Chief Executive Officer, APICS The Association for Operations Management

"Al Kuebler does a great job of demystifying IT for business owners like me who don't have a technical background. I recommend that entrepreneurs read this book to understand what they need from technology, and how to get it."

--Todd Feldman

Founder of PicJur a leading developer of visual study aids for law schools

"Al Kuebler's priorities--partnership and involvement with those who need IT leadership--and his approach of delivering value through IT and keeping things simple and practical changed my approach to business. By following the principles that Al conveys, you will be better able to use IT for competitive advantage, and ROI will be much more directly achievable. His is advice that transcends industry specialty or professional discipline. The knowledge in this book will make your cost for IT ever more productive."

--Preston W. Blevins CFPIM, FBPICS, CIRM, CSCP

Author of "Food Safety Regulatory Compliance: Catalyst for a Lean and Sustainable Food Supply Chain"

"Al Kuebler makes a strong case for the importance of life-long learning, and then offers the reader a high impact short course to becoming the IT business partner organizations need and the leader people deserve, as well as finding the route to a successful IT career. Here is the means to shorten your learning curve and drive top-level outcomes for you, your team and your business."

--Gayle Magee PCC

Senior Faculty at The Center For Creative Leadership

## **Users Review**

### **From reader reviews:**

#### **James Johnson:**

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**Amber Tyson:**

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**Elizabeth Acker:**

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